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NEW YORK, NY 10151

EXAMINER

HOSSAIN, FARZANA E

ART UNIT	PAPER NUMBER
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2424

MAIL DATE	DELIVERY MODE
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03/03/2009

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 09/870,296	Applicant(s) NASHIDA ET AL.	
	Examiner FARZANA E. HOSSAIN	Art Unit 2424	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 01/27/2009.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-6 and 8-11 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-6 and 8-11 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 30 May 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some * c) ☐ None of:
1. ☒ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 01/27/2009 has been entered.

Response to Amendment

2. This office action is in response to communications filed 07/23/2008. Claims 1-6, 8 and 9 are pending. Claims 1, 4, 8 and 9 are amended. Claims 2, 3, 5, 6, 10 and 11 have been previously presented. Claim 7 is cancelled.

Response to Arguments

3. Applicant's arguments filed 01/27/2009 have been fully considered but they are not persuasive.

The applicant argues that Kuroda discloses the program does not issue a request to an external device, rather Kuroda discloses a user selection of local storage device or another storage device (Page 2). The applicant argues that Kuroda does not disclose a means to record a request to an external device in response to an output by determined means (Page 2). The applicant further argued that Kuroda deletes program if the programs are not saved (Page 2).

In response to the arguments, the examiner considered each argument and reviewed the references of record prior to maintaining the rejection. Kuroda discloses that the recording system issues the recording substitution request to the external device by means of the request to select another device and the recording system automatically issues the request to record the program to the external device. Kuroda discloses an invention which determines the remaining capacity of a storage medium and if the capacity does not have sufficient storage space for the requested program, a request is issued to record the program on an external device (Figure 7, Figure 22). The user is not manually reprogramming the recording request to the external device; the recording system issues the request to the external device. Kuroda also discloses that prior to programs being deleted they are moved to a storage device (Column 12, lines 16-24).

Furthermore, if the applicant still disagrees that the issuing a recording substitution request to an external device is not in response to a negative result output and believes that the issuing is manual, then see *In re Venner*, 262 F.2c 91, 95 (CCPA 1958). The Court held that broadly providing an automatic or mechanical means to

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replace a manual activity which accomplished the same result is not sufficient to distinguish over the prior art. See also MPEP 2144.04.

Also, the applicant did not argue the limitations for claim 4 in view of Zigmond. Zigmond discloses obtaining advertising information appropriate for a user attribute of the requesting origin from another external device or advertising source via the wide area network by the connection means (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65, Figure 4, 62, 66, Column 9, lines 39-55) and the recording substitution means or ad insertion device (Figure 5, 80, 86, 83, 82, 81) as the ad insertion device records or stores the advertising information and substitutes or replaces advertisements in recorded programs (Column 14, lines 1-12).

Claim Objections

4. Claims 4 and 9 are objected to because of the following informalities: Claim 4 recites "recording substitution means one of." The examiner assumes -- recording substitution means and one of--. Appropriate correction is required.

Claim Rejections - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the

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invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. Claims 1-3 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kuroda (US 6,311,011) in view of Ellis et al (US 2003/0149988 and hereafter referred to as "Ellis").

Regarding Claim 1, Kuroda disclose a recording system for recording and/or reserving a program (Figure 1) and a recording substitution system for substitutionally recording a program (Figure 1), comprising: means for accepting a request to record and/or reserve a program (Column 4, lines 18-50); local storage means for recording a program (Column 4, lines 18-50, Figure 2, 103, 105); connection means for connecting with an external device (Column 4, lines 38-44, Column 5, lines 60-65); means for receiving a program (Figure 1, Figure 2) determination means for determination whether it is possible to record a program requested to recorded and/or reserved on the local storage means (Column 5, lines 60-65); means for issuing a recording substitution request to an external device for recording the program via the connection means in response to a negative result output of the determination means (Figure 22, Figure 7). Kuroda discloses recording substitution means or the recorder/player for responding to reception of a recording substitution request via connection means and receiving and recording a corresponding in the storage means (Column 5, lines 60-65, Figure 7). Kuroda discloses the recording system or recording substitution system receives and records television programs in the storage means or the external device.

Kuroda is silent for connection means for connecting via a wide area network with an external device which is external to the recording system, means for issuing a

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recording request to the external device for recording the program via the wide network by the connection means.

In analogous art, Ellis discloses means for accepting a request to record and/or reserve a program (Page 6, paragraph 0084-0086, Figure 5); local storage means for recording the program (Page 6, paragraph 0086, Figure 7, 32, 31, 29); connection means for connecting via a wide area network with an external device which is external to the recording system (Page 6, paragraphs 0084, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20), means for issuing a recording request to the external device for recording the program via the wide network by the connection means (Page 6, paragraphs 0084-0085, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kuroda to include connection means for connecting via a wide area network with an external device which is external to the recording system (Page 6, paragraphs 0084, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20), means for issuing a recording request to the external device for recording the program via the wide network by the connection means (Page 6, paragraphs 0084, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20) as taught by Ellis in order to provide make it convenient for users to play programs on demand instead of the users having to wait for a previously scheduled program to possibly repeat at a time scheduled by the provider (Page 1, paragraphs 0009-0011) as disclosed by Ellis.

Furthermore, in *KSR International Co. Teleflex Inc.*, 127 S.Ct 1727, No. 04-1350, slip. op. at 12 (2007), the Court found that if all the claimed elements are known in the

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prior art then one skilled in the art could have combined the elements as claimed by known methods with no change in their respective functions, and the combination would have yield predictable results to one of ordinary skill in the art at the time of the invention.

Regarding Claim 2, Kuroda and Ellis disclose all the limitations of Claim 1. Kuroda discloses the determination means generates a negative result when a remaining capacity of the storage means is not sufficient for recording a broadcast program requested to be recorded and/or reserved (Figure 7, Column 5, lines 60-65).

Regarding Claim 3, Kuroda and Ellis disclose all the limitations of Claim 1. Kuroda discloses the determination means generates a negative result when a failure in the system prevents a broadcast program from being recorded in the storage means or insufficient capacity of a storage device making it impossible to store in the device (Figure 7).

7. Claims 4-6 and 9 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kuroda in view of Ellis and Zigmond et al (US 6,698,020 and hereafter referred to as "Zigmond").

Regarding Claims 4 and 9, Kuroda disclose a recording system for recording and/or reserving a program (Figure 1) and a recording substitution system for substitutionally recording a program (Figure 1), comprising: means for accepting a request to record and/or reserve a program (Column 4, lines 18-50); storage means for

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recording a program (Column 4, lines 18-50, Figure 2, 103, 105); connection means for connecting with external devices (Column 4, lines 38-44, Column 5, lines 60-65); means for receiving a program (Figure 1, Figure 2); recording substitution means for responding to the reception of a recording substitution request from at least one of the external devices via the connection means for receiving and recording means for issuing a recording substitution request to an external device for recording the program via the connection means (Figure 22, Figure 7). Kuroda discloses recording substitution means or the recorder/player for responding to reception of a recording substitution request via connection means and receiving and recording a corresponding in the storage means (Column 5, lines 60-65, Figure 7). Kuroda discloses the recording system or recording substitution system receives and records television programs in the storage means or the external device, which necessarily includes commercials. Kuroda is silent on user information management means for storing user information about each requesting origin, and obtaining advertising information appropriate for a user attribute of the requesting origin via the connection means and recording substitution means and one of a) inserts the advertising information in a recorded program stored in the storage means in addition to original commercial information included in the recorded program and b) substitutes the advertising information for the original information in the recorded program. Kuroda is silent for connection means for connecting via a wide area network with external devices which is external to the recording system, means for issuing a recording request from at least one of the external devices via connection means for receiving and recording the program via the wide network by the connection means and

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for receiving and recording a program corresponding to the request in the storage means.

In analogous art, Ellis discloses means for accepting a request to record and/or reserve a program (Page 6, paragraph 0084-0086, Figure 5); local storage means for recording the program (Page 6, paragraph 0086, Figure 7, 32, 31, 29); connection means for connecting via a wide area network with external devices which is external to the recording system including remote media server for recording programs, television distribution facility for distributing television, program, advertisements, video and/or program guide data (Page 3, paragraph 0060, Page 4, paragraph 0064, 0066, 0069-0070, Figure 2c, 61, 24, Figure 2d, 61, 24), means for issuing a recording request from at least one of the external devices via connection means for receiving and recording the program via the wide network by the connection means and for receiving and recording a program corresponding to the request in the storage means (Page 6, paragraphs 0084-0086, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20). In analogous art, Zigmond discloses connection means to external devices (Figure 4, 62, 66, Column 9, lines 39-55); user information management means for storing user information about each requesting origin (Figure 5, 82), and obtaining advertising information appropriate for a user attribute of the requesting origin from another external device or advertising source via the wide area network by the connection means (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65, Figure 4, 62, 66, Column 9, lines 39-55, Column 14, lines 4-6) and the recording substitution means or ad insertion device (Figure 5, 80, 86, 83, 82, 81). Zigmond discloses one of a) inserting the

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advertising information in a recorded program in addition to original commercial information or any commercials that an advertiser can specify to be shown during a particular program and only some commercials have to be replaced in a recorded program so inserting new commercials to original commercials with the recorded program (Column 14, lines 1-12, Column 12, lines 54-59) included in the recorded program interpreted which is met by some commercials or advertisements are overwritten based on timewise data (Column 14, lines 1-12) and b) replacing or substituting for the original commercial information included in the recorded program stored in the storage means (Column 14, lines 1-12).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kuroda to include connection means for connecting via a wide area network with external devices which is external to the recording system including remote media server for recording programs, television distribution facility for distributing television, program, advertisements, video and/or program guide data (Page 3, paragraph 0060, Page 4, paragraph 0064, 0066, 0069-0070, Figure 2c, 61, 24, Figure 2d, 61, 24), means for issuing a recording request from at least one of the external devices via connection means for receiving and recording the program via the wide network by the connection means and for receiving and recording a program corresponding to the request in the storage means (Page 6, paragraphs 0084-0086, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20) as taught by Ellis in order to provide make it convenient for users to play programs on demand instead of the users having to wait for a previously scheduled program to possibly

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repeat at a time scheduled by the provider (Page 1, paragraphs 0009-0011) as disclosed by Ellis. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include user information management means for storing user information about each requesting origin (Figure 5, 82), and obtaining advertising information appropriate for a user attribute of the requesting origin from another external device or advertising source via the wide area network by the connection means (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65, Figure 4, 62, 66, Column 9, lines 39-55) and the recording substitution means or ad insertion device (Figure 5, 80, 86, 83, 82, 81) and one of a) inserting into the recorded program (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65) in addition to original commercial information or any commercials that an advertiser can specify to be shown during a particular program included in the recorded program some commercials or advertisements are overwritten based on timewise data (Column 14, lines 1-12, Column 12, lines 54-9) and b) replacing or substituting for the original commercial information included in the recorded program (Column 14, lines 1-12) as taught by Zigmond in order to provide advertisements that are more interesting to the viewer for premium payment from the advertiser (Column 1, lines 23-35) as disclosed by Zigmond.

Furthermore, in *KSR International Co. Teleflex Inc.*, 127 S.Ct 1727, No. 04-1350, slip. op. at 12 (2007), the Court found that if all the claimed elements are known in the prior art then one skilled in the art could have combined the elements as claimed by known methods with no change in their respective functions, and the combination would

have yield predictable results to one of ordinary skill in the art at the time of the invention.

Regarding Claim 5, Kuroda, Ellis and Zigmond disclose all the limitations of Claim 4. Kuroda discloses when the recorder is connected with the Internet; the video recorder may store signals via World Wide Web in the temporary storage device (Column 12, lines 28-44). It is noted that the World Wide Web records data from a plurality of external devices (plurality of users) and the substitution means is located upstream from the user and records program per users' requests.

Regarding Claim 6, Kuroda, Ellis and Zigmond disclose all the limitations of Claim 4. Kuroda discloses comprising user information management means for storing user information about each requesting origin, wherein the recording substitution means records a broadcast program in a format appropriate for a user attribute of the requesting origin including HDD format, DVD format or VCR format (Figure 1, 105, Figure 7, Figure 22).

8. Claim 8 is rejected under 35 U.S.C. 103(a) as being unpatentable over Kuroda in view of Lawler et al (US 65,805,763 and hereafter referred to as "Lawler").

Regarding Claim 8, Kuroda disclose a recording system for recording and/or reserving a program (Figure 1) and a recording substitution system for substitutionally recording a program (Figure 1, Figure 2), comprising: a request accept portion configured to accept a request to record and/or reserve a program (Column 4, lines 18-

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50); local storage portion for recording a program (Column 4, lines 18-50, Figure 2, 103, 105, Figure 9, 812); connection portion for connecting with an external device (Column 4, lines 38-44, Column 5, lines 60-65); means for receiving a program (Figure 1, Figure 2); determination portion for determination whether it is possible to record a program requested to recorded and/or reserved on the local storage means (Column 5, lines 60-65); means for automatically issuing a recording substitution request to the external device for recording the program via the connection means in response to a negative result output of the determination portion (Figure 22, Figure 7). Kuroda discloses recording substitution means or the recorder/player for responding to reception of a recording substitution request via connection means and receiving and recording a corresponding in the storage means (Column 5, lines 60-65, Figure 7). Kuroda discloses that external storage devices can be numerous external storage devices (Figure 2, 105, Figure 9, 821-823, Column 8, lines 25-32). Kuroda discloses if a user selects a program to be recorded and the local storage device runs out of space, the program is automatically not deleted by being moved to the external storage device (Figure 22, Column 12, lines 16-24). Therefore, Kuroda does not explicitly disclose automatically issuing recording request to an external storage device. Kuroda is silent for connection means for connecting via a wide area network with an external storage device which is external to the recording system, issue portion automatically issuing a recording request to the external storage device for recording the program via the wide network by the connection means.

In analogous art, Lawler discloses means for accepting a request to record and/or reserve a program (Column 12, lines 29-31, 58-61); local storage means for recording the program (Figure 2, 23); connection means for connecting via a wide area network with an external storage device which is external to the recording system (Column 5, lines 28-31, Figure 1, 14, Column 12, lines 29-31, 58-61, Column 13, 8-12, 26-36), issue portion for issuing a recording request to the external storage device for recording the program via the wide network by the connection means (Column 12, lines 29-31, 58-61, Column 13, 8-12, 26-36). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kuroda to include means for accepting a request to record and/or reserve a program (Column 12, lines 29-31, 58-61); local storage means for recording the program (Figure 2, 23); connection means for connecting via a wide area network with an external storage device which is external to the recording system (Column 5, lines 28-31, Figure 1, 14, Column 12, lines 29-31, 58-61, Column 13, 8-12, 26-36), issue portion for issuing a recording request to the external storage device for recording the program via the wide network by the connection means (Column 12, lines 29-31, 58-61, Column 13, 8-12, 26-36) as taught by Lawler in order to provide allow users to access a single recorded program (Column 13, 8-12, 26-36) as disclosed by Lawler.

Furthermore, in *KSR International Co. Teleflex Inc.*, 127 S.Ct 1727, No. 04-1350, slip. op. at 12 (2007), the Court found that if all the claimed elements are known in the prior art then one skilled in the art could have combined the elements as claimed by known methods with no change in their respective functions, and the combination would

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have yield predictable results to one of ordinary skill in the art at the time of the invention.

9. Claim 10 is rejected under 35 U.S.C. 103(a) as being unpatentable over Kuroda in view of Ellis, as applied to Claim 1, further in view of Zigmond.

Regarding Claim 10, Kuroda and Ellis disclose all the limitations of Claim 1. Kuroda discloses receiving and recording television programs in the storage means or the external device, which necessarily includes commercials. Ellis discloses connection means for connecting via a wide area network with external devices which is external to the recording system (Page 3, paragraph 0060, Page 4, paragraph 0064, 0066, 0069-0070, Figure 2c, 61, 24, Figure 2d, 61, 24), means for issuing a recording request from at least one of the external devices via connection means for receiving and recording the program via the wide network by the connection means and for receiving and recording a program corresponding to the request in the storage means (Page 6, paragraphs 0084-0086, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20). Ellis discloses external device includes user information management means (Page 6, paragraph 0082). Kuroda and Ellis is silent on a recording medium obtaining advertising information appropriate for a user attribute of the requesting origin via the connection means and one of a) inserts the advertising information in a recorded program stored in the storage means in addition to original commercial information included in the recorded program and b) substitutes the advertising information for the original information in the recorded program.

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In analogous art, Zigmond discloses any recording medium comprising recording substitution means obtaining advertising information appropriate for a user attribute of the requesting origin by the connection means (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65, Figure 4, 62, 66, Column 9, lines 39-55). Zigmond discloses one of a) inserting the advertising information in a recorded program in addition to original commercial information or any commercials that an advertiser can specify to be shown during a particular program and only some commercials have to be replaced in a recorded program so inserting new commercials to original commercials with the recorded program (Column 14, lines 1-12, Column 12, lines 54-59) included in the recorded program interpreted which is met by some commercials or advertisements are overwritten based on timewise data (Column 14, lines 1-12) and b) replacing or substituting for the original commercial information included in the recorded program (Column 14, lines 1-12). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Zigmond to include any recording medium comprising recording substitution means obtaining advertising information appropriate for a user attribute of the requesting origin by the connection means (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65, Figure 4, 62, 66, Column 9, lines 39-55) and one of a) inserting into the recorded program (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65) in addition to original commercial information or any commercials that an advertiser can specify to be shown during a particular program included in the recorded program some commercials or advertisements are overwritten based on timewise data (Column 14, lines 1-12, Column

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12, lines 54-9) and b) replacing or substituting for the original commercial information included in the recorded program (Column 14, lines 1-12) to the external device (any recording medium) of the combination of Ellis and Kuroda in order to provide advertisements that are more interesting to the viewer for premium payment from the advertiser (Column 1, lines 23-35) as disclosed by Zigmond.

Furthermore, in *KSR International Co. Teleflex Inc.*, 127 S.Ct 1727, No. 04-1350, slip. op. at 12 (2007), the Court found that if all the claimed elements are known in the prior art then one skilled in the art could have combined the elements as claimed by known methods with no change in their respective functions, and the combination would have yield predictable results to one of ordinary skill in the art at the time of the invention.

10. Claim 11 is rejected under 35 U.S.C. 103(a) as being unpatentable over Kuroda in view of Lawler as applied to Claim 8, further in view of Zigmond.

Regarding Claim 11, Kuroda and Lawler disclose all the limitations of Claim 8. Kuroda discloses receiving and recording television programs in the storage means or the external device, which necessarily includes commercials. Lawler discloses connection means for connecting via a wide area network with an external storage device which is external to the recording system (Column 5, lines 28-31, Figure 1, 14, Column 12, lines 29-31, 58-61, Column 13, 8-12, 26-36), issue portion for issuing a recording request to the external storage device for recording the program via the wide network by the connection means (Column 12, lines 29-31, 58-61, Column 13, lines 8-

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12, 26-36). Lawler discloses external device includes user information management means (Column 13, lines 8-12, 26-36). Kuroda and Lawler is silent on a recording medium obtaining advertising information appropriate for a user attribute of the requesting origin via the connection means and one of a) inserts the advertising information in a recorded program stored in the storage means in addition to original commercial information included in the recorded program and b) substitutes the advertising information for the original information in the recorded program.

In analogous art, Zigmond discloses any recording medium comprising recording substitution means obtaining advertising information appropriate for a user attribute of the requesting origin by the connection means (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65, Figure 4, 62, 66, Column 9, lines 39-55). Zigmond discloses one of a) inserting the advertising information in a recorded program in addition to original commercial information or any commercials that an advertiser can specify to be shown during a particular program and only some commercials have to be replaced in a recorded program so inserting new commercials to original commercials with the recorded program (Column 14, lines 1-12, Column 12, lines 54-59) included in the recorded program interpreted which is met by some commercials or advertisements are overwritten based on timewise data (Column 14, lines 1-12) and b) replacing or substituting for the original commercial information included in the recorded program (Column 14, lines 1-12). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Zigmond to include any recording medium comprising recording substitution means obtaining advertising

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information appropriate for a user attribute of the requesting origin by the connection means (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65, Figure 4, 62, 66, Column 9, lines 39-55) and one of a) inserting into the recorded program (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65) in addition to original commercial information or any commercials that an advertiser can specify to be shown during a particular program included in the recorded program some commercials or advertisements are overwritten based on timewise data (Column 14, lines 1-12, Column 12, lines 54-9) and b) replacing or substituting for the original commercial information included in the recorded program (Column 14, lines 1-12) to the external device (any recording medium) of the combination of Lawler and Kuroda in order to provide advertisements that are more interesting to the viewer for premium payment from the advertiser (Column 1, lines 23-35) as disclosed by Zigmond.

Furthermore, in *KSR International Co. Teleflex Inc.*, 127 S.Ct 1727, No. 04-1350, slip. op. at 12 (2007), the Court found that if all the claimed elements are known in the prior art then one skilled in the art could have combined the elements as claimed by known methods with no change in their respective functions, and the combination would have yield predictable results to one of ordinary skill in the art at the time of the invention.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to FARZANA E. HOSSAIN whose telephone number is (571)272-5943. The examiner can normally be reached on Monday 7:30 am to 2:30

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pm, Tuesday, Thursday and Friday 7:30 am to 4:30 pm and Wednesday 7:30 am to 12:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher Kelley can be reached on 571-272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Chris Kelley/
Supervisory Patent Examiner, Art
Unit 2424

FEH
02/26/2009